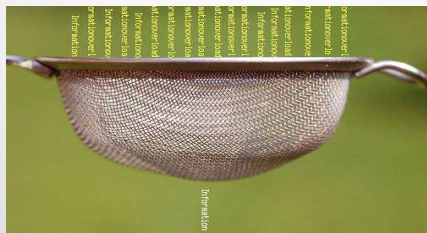


Social Media and Technology Use in Settlement Services



Marco Campana

Technology as tool for client service



Source: Flickr user 'dVRea', courtesy of Darin Online

Welcome!

- What technology tool are you most interested in trying/using with clients and why?
- What burning question do you want discussed?

Key Principles for Technology Use

- No loss of human service interaction with clients
- Minimal increase in workload for staff; instead, a change in how we do our work with some of our clients
- Online services must complement existing services
- Online work must contribute to meeting client service targets
- This is not for all clients
- Privacy and confidentiality are essential
- Maintaining a high level of client-centric service focus

Today's focus

- Not a "how you use FB / Twitter / LinkedIn / Instagram / Snapchat / What's App, etc." session.
- Technology is a viable tool for client services
- How's your organization doing?
- Examples of other providers' technology & social media use
- SMART goals to weigh benefits of using technology that best suits your service delivery
- Social media policies and crisis management

Info, links, reports, community:
<http://learning.marcopolis.org/>

Case studies

Key lessons?

What did you think?

What was interesting?

What challenges do you think they faced?

Any inspiration for something similar you could implement?

What questions do you have? What more do you want/need to know to determine how you might implement something like this?

Framing the Context - Strategy

Strengths/assets : What are you great at, that you can build on?

Key goals: What are you trying to achieve in the next 2-5 years?

Audiences: Who do you need to reach or engage to achieve those goals?

Framing the Context: Key Goals

Web 2.0 Plan for _____

The Social Tech Training was designed to build tactical skills, help develop vital support networks, and provide leadership skills and inspiration. We also aim to offer tangible take-home value by helping each participant create a customized Web 2.0 Plan for your organization.

The following Web 2.0 Plan outline will help you envision and plan how your organization will use the web to reach more supporters, further engage the ones you have, and ensure your organization is aligned and has the people and capacity for ongoing success. The sections in this plan are general categories; most should apply to you and we have covered most of the necessary ground. However, you will probably find that the various sections have differing relevance to your work. Please use this as a guideline, give us feedback on how we can improve it for future trainings, and above all take it in the direction you need to be of most value to you.

I: Organizational Purpose, Offering, and Audiences

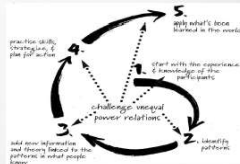
The place to start all online projects: grounding them into the core of what your organization cares most deeply about, who it serves, and what it does.

Framing the Context: Strategy

Engaging online

1. Listen
2. Target your audience
3. Develop an active idea
4. Produce engaging content
5. Distribute your content
6. Get social

You already have what you need!



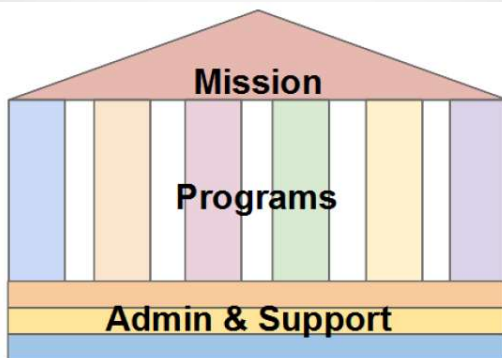
Framing the Context – Audience/Clients



If you don't know the context, you don't know the solution.

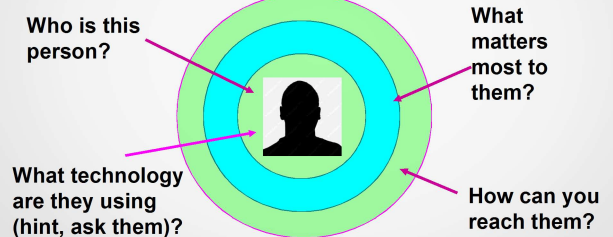
Let's talk about your clients.

Framing the Context: strengths/assets



Know the Context: Audience

Knowing your audience is a key cornerstone to knowing the context.



Are your clients using tech?

Clients, volunteers and leaders:

- are often sophisticated users of technology
- have expectations about being able to communicate with us quickly and easily
- have expectations about your use of technology

Internet usage in Canada today

Internet Usage and Population Growth:

| YEAR | Population | Users | % Penet. | Usage Source |
|------|------------|------------|----------|--------------|
| 2000 | 31,496,800 | 12,700,000 | 40.3 % | ITU |
| 2003 | 32,050,369 | 20,450,000 | 63.8 % | C.I.Almanac |
| 2005 | 32,440,970 | 21,900,000 | 67.5 % | C.I.Almanac |
| 2008 | 33,212,696 | 28,000,000 | 84.3 % | ITU |
| 2012 | 34,300,083 | 28,469,069 | 83.0 % | ITU |
| 2013 | 34,834,841 | 31,661,870 | 90.9 % | ITU |

In 2014, internet usage is somewhere between 93% and 95%, depending on the source.

Know the Context: Audience and internet

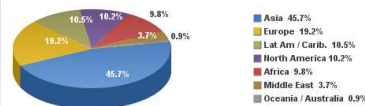
Internet use among newcomers

"Among people born in Canada, 75% used the Internet, compared with 66% of those born elsewhere.

However, the rate was 78% among immigrants who arrived in Canada during the last 10 years. Most of these recent immigrants live in urban areas."

Statistics Canada, 2007

Internet Users in the World Distribution by World Regions - 2014 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 3,035,749,340 Internet users on June 30, 2014
Copyright © 2014, Miniwatts Marketing Group

WORLD INTERNET USAGE AND POPULATION STATISTICS JUNE 30, 2014 - Mid-Year Update

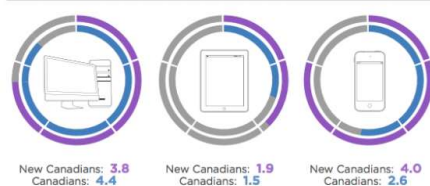
| World Regions | Population (2014 Est.) | Internet Users Dec. 31, 2000 | Internet Users Latest Data | Penetration (% Population) | Growth 2000-2014 | Users % of Table |
|---------------------------|------------------------|------------------------------|----------------------------|----------------------------|------------------|------------------|
| Africa | 1,125,721,038 | 4,514,400 | 297,885,898 | 26.5 % | 6,498.6 % | 9.8 % |
| Asia | 3,996,408,007 | 114,304,000 | 1,386,188,112 | 34.7 % | 1,112.7 % | 45.7 % |
| Europe | 825,824,883 | 105,096,093 | 582,441,059 | 70.5 % | 454.2 % | 19.2 % |
| Middle East | 231,588,580 | 3,284,800 | 111,809,510 | 48.3 % | 3,303.8 % | 3.7 % |
| North America | 353,860,227 | 108,096,800 | 310,322,257 | 87.7 % | 187.1 % | 10.2 % |
| Latin America / Caribbean | 612,279,181 | 18,068,919 | 320,312,562 | 52.3 % | 1,672.7 % | 10.5 % |
| Oceania / Australia | 36,724,649 | 7,620,480 | 26,789,942 | 72.9 % | 251.6 % | 0.9 % |
| WORLD TOTAL | 7,182,406,565 | 360,985,492 | 3,035,749,340 | 42.3 % | 741.0 % | 100.0 % |

Newcomers are still ahead of Canadians (2014)

DIGITAL ACCULTURATION

YAHOO!

Digital devices

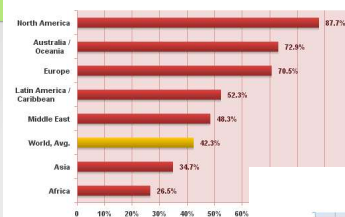


New immigrants spend **54% more time** per day on mobile devices

81% feel cell phone plans in Canada are more expensive than in their country of origin

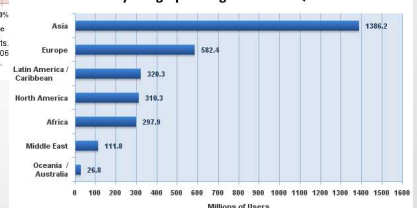
69% use online calling or a video chatting app to stay in touch with friends/family in Canada

World Internet Penetration Rates by Geographic Regions - 2014 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,182,406 and 3,035,749,340 estimated internet users on June 30, 2014.
Copyright © 2014, Miniwatts Marketing Group

Internet Users in the World by Geographic Regions - 2014 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
3,035,749,340 Internet users estimated for June 30, 2014
Copyright © 2014, Miniwatts Marketing Group

What others are doing



Top messaging apps



CANADAVISA.com Immigration Forum

431,799 members

LoonLounge

112,294 members

Canadian DESI

73,934 members

ROAD TO CANADA

25,297 members

Immigration.ca

24,373 members

and many more, including in other languages...

Know the Context: Audience

What are your top 1-3 audiences?

Where can you find them?

How can you reach them?

What do they know/think about you?

How can you convince them to join and participate?

There are a variety of approaches to mapping out your audience, find what works for you and your organization.

Top messaging apps

WhatsApp PLUS

WeChat

Viber: Free Calls & Messages

BBM

WhatsApp Messenger

WhatsApp PLUS Holo

LINE

KakaoTalk

Facebook Messenger

Snapchat



Developing Audience Profile

Demographics: age; gender, ethno-cultural background, location, income, etc.

Awareness/attitudes toward us/our issue, if any

Values: What are THEIR values/motivators? What gets them off the couch?

Call to Action: What do we want them to do, exactly?

Benefits: What's in it for them? What do we offer them?

Influencers/opinion leaders/messengers?


Pathways: main sources of information?

Eg. face-to-face, TV news, social media pathways

Developing Audience Profile

| Audience | Core Audience | Secondary Audience | Broader Audience |
|---|---------------|--------------------|------------------|
| Demographics: age, gender, ethno-cultural background, location, income, etc. | | | |
| Awareness/attitudes toward us, if any | | | |
| Values: What are THEIR values/motivators? What gets them off the couch? | | | |
| Call to Action: What do we want them to do, exactly? | | | |
| Benefits: What's in it for them? What do we offer them? | | | |
| Influencers/opinion leaders/messengers? | | | |
| Pathways: main sources of information? Eg. face-to-face, TV news, social media pathways | | | |

Client Persona



Rachel
Small Business
Owner

- Social Media Marketing
- Key decision-maker

Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

Values and Fears

Values: dependability, clarity, good UI, fast support

Objects to pricing and poor value proposition during sales process

Marketing Message

Ultimate social media scheduling tool

Elevator Pitch

Use Buffer to schedule posts to your favorite social profiles. We'll even show you the best content to share, and you can add with one click.

Trends in technology use (TRIEC research)

Example: Marketing Employment Information

1. Where do immigrants get employment information?
2. What demographic characteristics of immigrants determine their level of awareness of employment information or settlement information in general?
3. What are the media habits of immigrants?
4. What media channels have been used to market employment information to immigrants and how effective have they been?
5. How could employment information be better channeled to immigrants?

"Agency of the Future" project

"New technologies have been slow to fully penetrate the settlement sector. Nevertheless, they offer unprecedented opportunities for projecting the settlement expertise and information that is currently concentrated in major centres to remote parts of Canada and abroad."

Where does your organization fit?

Major Trends

1. Family and friends have continued to be a major source of employment and settlement information for immigrants
2. **Internet is evolving as a key source**
3. **In-language media is a priority channel**
4. **Peer and Informal networks are important**
5. **Little employment information is being channeled thru traditional media, even less thru ethnic media**
6. Traditional advertising is still very effective
7. Lack of translated materials
8. **Immigrants trust ethno-cultural media**
9. **Employed immigrants are looking for employment information**
10. **Women immigrants are under informed, fare worse than men**
11. **Cultural demographics matter regarding media access**
12. **Immigrant employment outcomes depend on source of employment information**

What others are doing

Any examples of organizations doing interesting or innovative things you'd like to replicate or borrow from?

Welcome To COSTI Online Services

What you're seeing here is the story of the story.

Online Video

THE KNOWLEDGE HUB FOR THE SETTLEMENT SECTOR IN ONTARIO

eLearning

Learning Portals

Posted on Settlement.Org

settlement.org's Channel

Subscribe Playlists Download This Video

Your Ontario Library

These short videos explain how public libraries can help students and their parents learn how easy it is to get a library card, participate in storytelling and join the Summer Reading Club. Created by the Settlement Workers in the School program.

Your Library - Summer Reading Club settlement... - 45 views

Your Library - Story Time at the Library settlement... - 71 views

Your Library - Library Card settlement... - 168 views

Your Library - Library Card

From: settlement.org | October 16, 2009 | 168 views

This video explains how easy it is for students and parents to get an Ontario, Canada public library card, participate in storytelling and join the Summer Reading Club.

1 ratings ★★★★★

COSTI ONLINE SERVICES

ANNOUNCEMENTS

Join COSTI's Virtual Employment Resource Workshops. Learn about the skills that are useful in looking for employment. Accessible at any time of the day at your own pace.

UPCOMING COURSES

START DATES

| | |
|---|--------------------------------|
| Writing a Winning Resume (1 Week) | October 27-31, 2014 |
| Customer Service Preparation (3 Weeks) | October 20 to November 7, 2014 |
| Employment Strategies for Office Administration Professionals (3 Weeks) | November 3-21, 2014 FULL |
| Electronic Job Search (1 Week) | November 17-21, 2014 |

Navigation

- Home
- Site news
- Employment Blogs
- Information Webinars
- Courses

Participant Testimonials

It is a wonderful class. Absolutely, I like this on-line class very much. Compared with those on-site class, it saved my time and TTC tickets.

A couple of days back I attended the online webinar for orientation of cost online services. I loved it. I found it very helpful and clear in her explanation and gave relevant details. I hope to see more of this kind of webinar on different topics in near future. Keep the good work up!

I would like to thank you so much for the wealth of information I've had it through learning courses. The courses have completely changed my plan, the way of thinking and guided me to completely different route. I'm sure that the change is going to bring mutual and valuable benefits for Canada and my family. Thank you so much and God Bless you all.

Overall excellent course. I thank the management and staff for the name.

Login

Username:

Password:

☐ Remember username (Log)

[Create new account](#) [Lost password?](#)

Frequently Asked Questions

Frequently Asked Questions

How to Register

1. You need to create an account to register with COSTI Online Services before you are able to take any of the online workshops or courses. You may take the short tutorial on how you can create your account if you need assistance.
2. Once you create and confirm your account, within 24 hours (Mon-Fri) You will be contacted by e-mail by one of our staff, who will provide you with information and the enrollment key for the course (s) or workshop (s) that you have selected.
- NOTE: You will be provided with the enrollment key for all Employment Strategies for Professionals courses 3 days before the course starts.

Account Creation Tutorial PDF document

CONTACT INFORMATION

If you have any questions you can email us at: costi@settlement.org

or click our virtual office when someone is available

Virtual Visit

Skills for Change Employment Resource Centre
1139 College Street
Toronto, Ontario M5H 1B5

T 416-572-0790
F 416-572-1016

erc@skillsforchange.org
www.ercskillsforchange.org

Have a quick virtual visit of our ERC!

Skills for Change Employment Resource Centre

Leave a Reply

Name (required)

E-mail (will not be published) (required)

OCASI LearnAtWork Online Learning

You are not logged in. [Login](#)

Welcome to the OCASI e-learning website

The Ontario Council of Agencies Serving Immigrants (OCASI) offers these free online courses to help you build your skills in serving newcomers to Ontario.

Create a free account and start learning!

NAVIGATION

- Home
- Site news
- Courses

LOGIN

Username:

Password:

☐ Remember username

[Login](#)

[Create new account](#)

Toronto 311

Toronto at your service

LIVING IN TORONTO

News for residents and new Canadians. Use public transit to attend events in your community. Access services, plan a trip, visit City parks or learn about registration assistance.

YOUR BUSINESS

Helping you to build your business and invest in opportunities. Toronto's competitive advantage and high quality of life. Start with business licensing and incentives.

VISITING TORONTO

How to the city? How to get there, what to do and where to go. Enjoy cultural events, explore city museums, cultural centers, and shop in downtown's entertainment district.

ACCESSING CITY HALL

Your window on council. Contact the Office of the Mayor or your councillor. Get involved with community decisions. Read news, stories and notes. Learn more about government accountability.

311 Toronto

Learn about Toronto's 311 program. One easy-to-remember number for access to non-emergency City services and information.

Home | About Lambton | Living | Working | Education | Settlement | Story Gallery | Contact | FAQ | Print

SOUTH OKANAGAN IMMIGRANT AND COMMUNITY SERVICES

At SOICS, we understand that many of our clients' schedules prevent them from attending the workshops and learning presentations we offer. In an effort to help reach those individuals, we now offer online learning services to provide a range of workshops to immigrants in the Okanagan. These include workshops on communication skills, pre-employment skills, on the job language, business development and Canadian culture.

All of SOICS' online workshops are free for eligible immigrants. To gain access to our workshops, please visit [Getting Started at SOICS](#).

OCASI OrgWise Organizational Standards
Immigrant Settlement & Integration Services
NOVA SCOTIA
Job Search Workshop Online

This is a four week workshop that provides an opportunity for immigrants become familiar with job search information and resources.

Positive Spaces Initiative

Positive Space Assessment Tool

The Positive Space Assessment Tool was designed by OCASI in 2013-2014 to benchmark organizational standards for serving LGBTQ+ newcomers.

Social media

5 Pillars

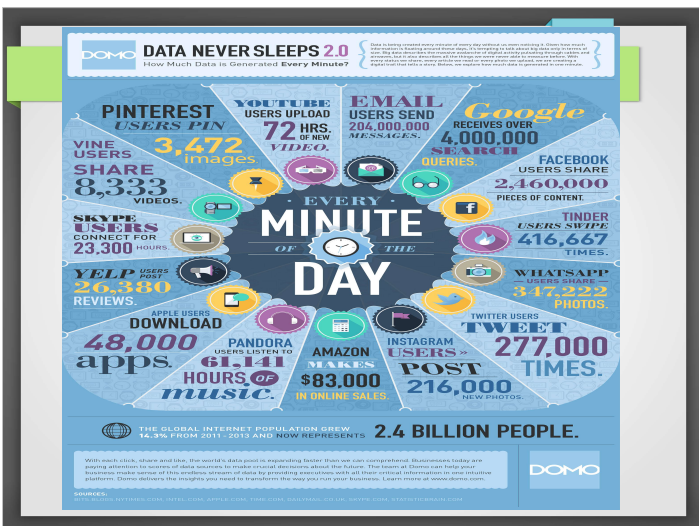
- **Ease of Use** (tech becoming boring, easier)
- **Trusted Networks** (that's you!)
- **Everyone Can Publish** (if you can send an email, you can use social media)
- **Actively Passive** (set it and forget it – well, almost)
- **Media Rich** (use pictures, video to inform, educate, serve)

Social Media



Connecting & Client Service - Key Social Platforms

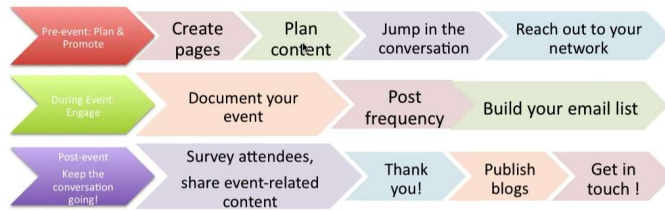
- Video/Photo Sharing
- Audio/Podcasts
- Discussion/Message Boards
- Trusted Networks: Social Networks/Online Communities (Facebook, LinkedIn, etc.)
- Live Chat/Help
- Email (e-Newsletters, email alerts/blasts)
- Calendars
- Twitter
- Blogging
- Online Community/eLearning
- Webinars



Cheat sheet

| Tools | Description | How to Use | Stage |
|-------|---|--|---|
| | Monitors Web for brand and keyword mentions. | Are you listening? Set up email alerts for keywords related to your brand or product to hear what people are saying. | Pre-Event During Event Post Event |
| | Social networking platform for friends and family... and (increasingly) brands. | Create Facebook event page to promote to Facebook audience. Use newsfeed of brand page for event updates. Leverage for event related contests, polls, surveys. | Pre-Event During Event Post Event |
| | Social networking and microblogging platform for everyone. | Build and engage relevant target attendee audience. Build event awareness and engagement with frequent tweeting. | Pre-Event During Event Post Event |
| | Social networking platform for business professionals. | Create event page and post related comments to LinkedIn Groups. Advertise event to target business professionals. Link in to key attendees. | Pre-Event During Event Post Event |
| | Most popular blogging platform. | Blog pre, during, and post event to generate awareness, comments, and conversations. | Pre-Event During Event Post Event |
| | Video-sharing platform and 2nd largest search-engine on the Web. | Leverage (prior event) videos to generate interest in new event. Post videos of speakers and attendees during and after event. | Pre-Event During Event Post Event |

Summary



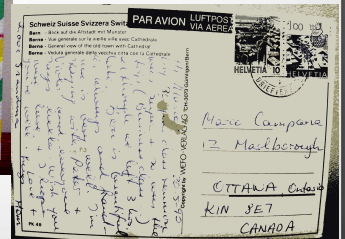
culturedays
CREATE, PARTICIPATE & SHARE

Email

How we think we're sending email



How it's really being sent



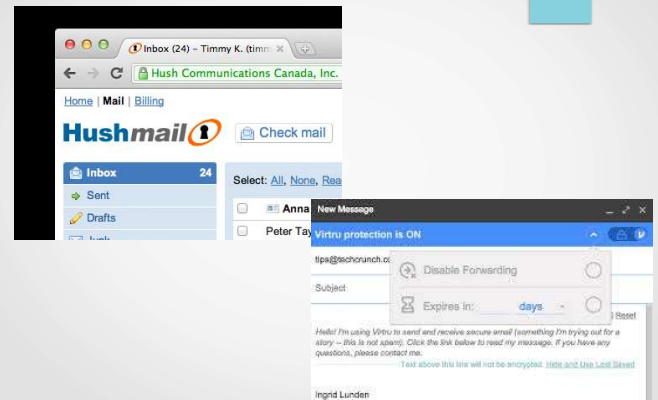
Which platforms to use and why?

An effective promotion strategy will help you to determine the choice, direction and goals for each platform effectively leading up to, during, and after Culture Days:

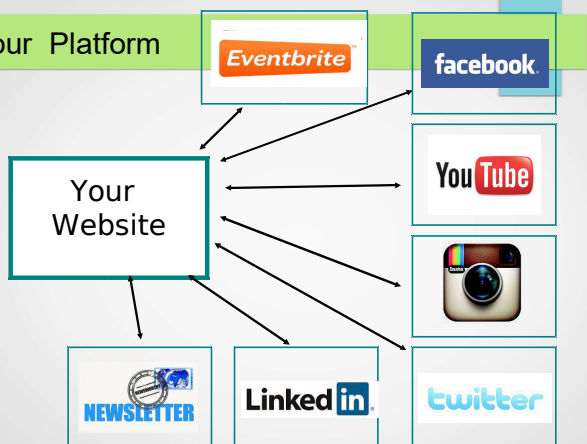
- Facebook (Community building, amplification, engagement)
- Instagram (Visual storytelling, engagement, content)
- Twitter (Real-time news, PR, outreach)
- LinkedIn (Networking & content)
- Youtube (Storytelling, awareness, content)

culturedays
CREATE, PARTICIPATE & SHARE

Encrypted Email



Your Platform



Frameworks, strategy & decision-making



Making the Case

You've got an idea for an online service that your organization should provide.

How do you make the case for it?

What Does Success Look Like?

Q: What are our "SMART Goals" for our online client service efforts?

In other words, what are the concrete, measurable ways success in our service, communications, outreach, marketing or advocacy efforts will be realized?

Making the Case – you do this already

Activities – what service is being provided or complemented? What contributions are necessary?

Priorities – how does this address one of your service priorities?

Outcomes - How will it be implemented and accomplished? What will result from this activity? How will the proposed activity address needs?

Who is expected to benefit – why is this technology needed? Include any relevant evidence to describe the need. What is your target audience?

Metrics – How will progress be measured? Who will do the work? How will progress be evaluated to improve service provision?

Ethics & standards

- Determine ethical considerations & best practice guidelines for technology use in client service
- There are rarely black or white answers as it pertains to technology/social media use
- Use your professional judgement, seek information from other sectors, review best practice guidelines and risk management strategies, and engage in on-going dialogue with colleagues
- Know the context, know your clients

Define Success – is it "SMART"?

- **Specific** – target a specific area for improvement.
- **Measurable** – quantify or at least suggest an indicator of progress.
- **Achievable** – appropriate, action-oriented & aligned with your goals.
- **Realistic** – state what results can realistically be achieved, given available resources.
- **Time-related** – specify when the result(s) can be achieved.

CASW Code of Ethics

Six core values:

Value 1: Respect for Inherent Dignity and Worth of Persons

Value 2: Pursuit of Social Justice

Value 3: Service to Humanity

Value 4: Integrity in Professional Practice

Value 5: Confidentiality in Professional Practice

Value 6: Competence in Professional Practice

NASW Standards for Technology & Social Work Practice

Goals of the standards are:

- to maintain and improve the quality of technology-related services provided by social workers
- to serve as a guide to social workers incorporating technology into their services
- to help social workers monitor and evaluate the ways technology is used in their services
- to inform clients, government regulatory bodies, insurance carriers, and others about the professional standards for the use of technology in the provision of social work services.

National Association of Social Workers (NASW) and Association of Social Work Boards (ASWB)

Recap

- Technology is a viable tool for client service
- You're doing some interesting & innovative things
- The sector is doing some interesting things
- Strategy, strategy, strategy
- What are you great at? Build on that.
- You've got to make the case
- Manage the risk

Social media policies & crisis management



Individual Risk Management Strategies

- Consult with colleagues
- Privacy & Confidentiality - become familiar with legislation
- Models for Ethical Decision-Making
- Continuing Professional Education
- Policies & Guidelines - standards
- Social Media Operations - set privacy settings
- Documentation - conversations with clients pertaining to social media
- Set personal and time/space boundaries
- Informed Consent – let clients know about policies
- Explore Your On-Line Identity – personal/professional
- Develop your own risk management guidelines that are based on the values and ethics of your profession